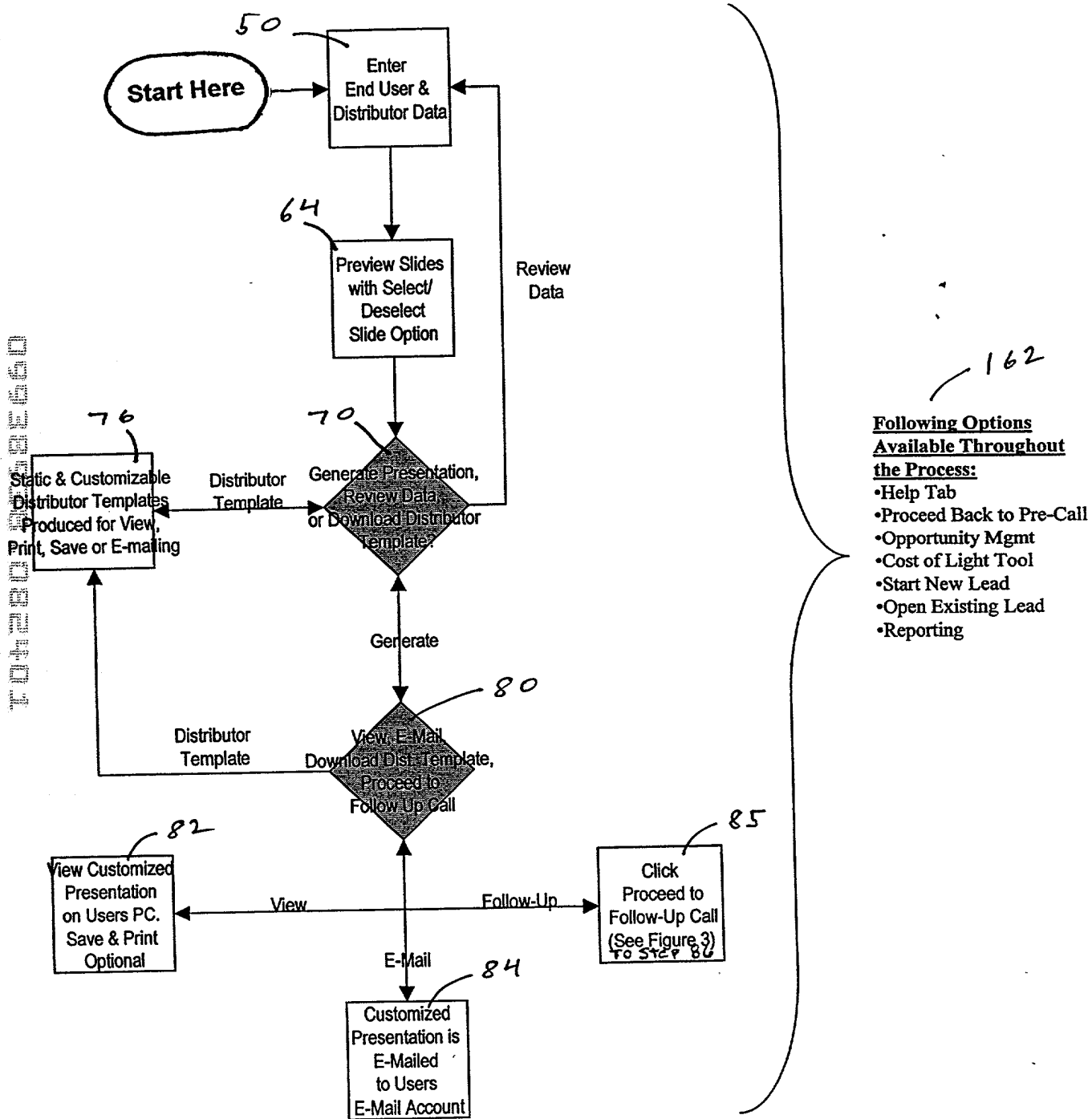


Figure 1



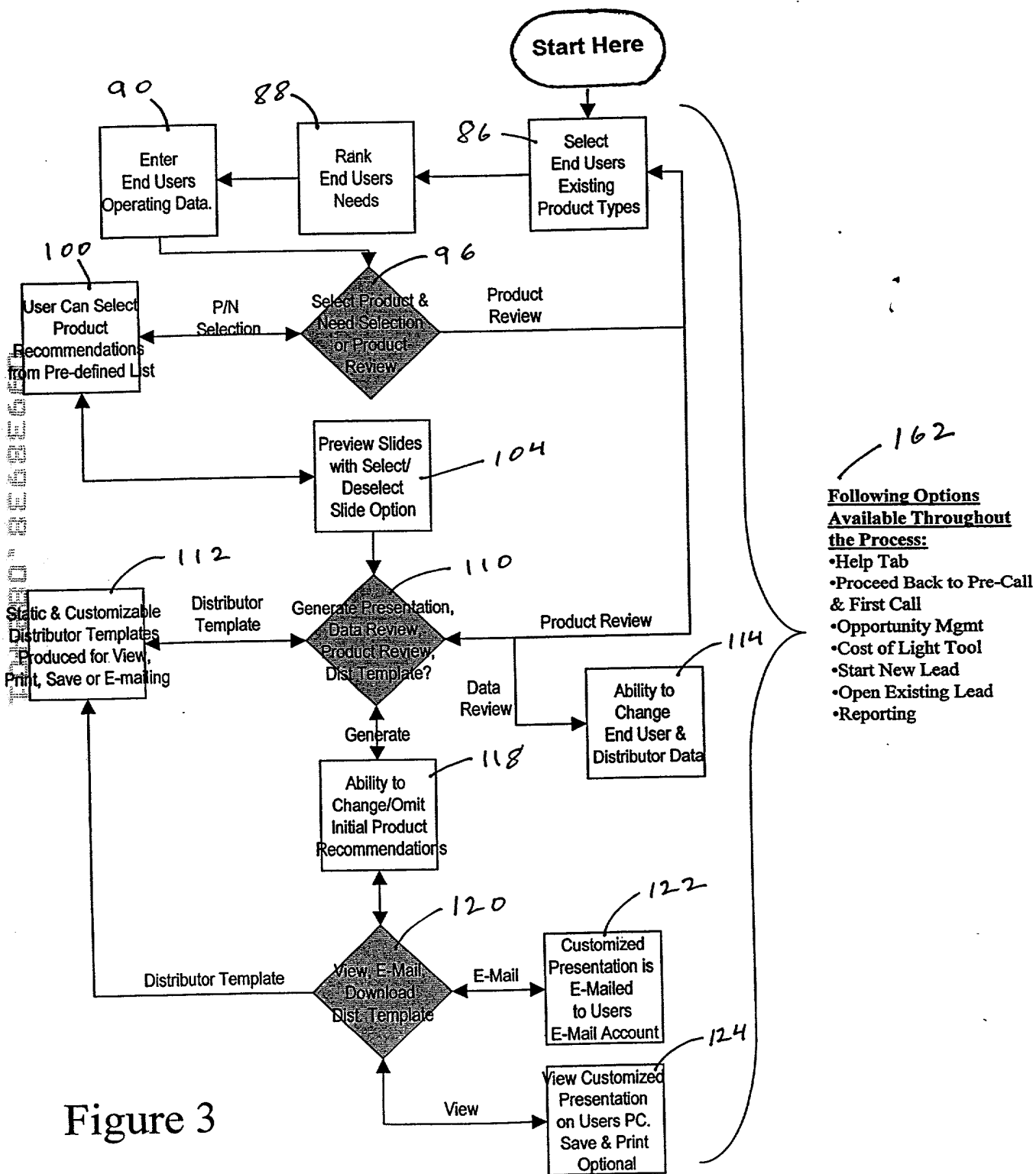


Figure 3

16

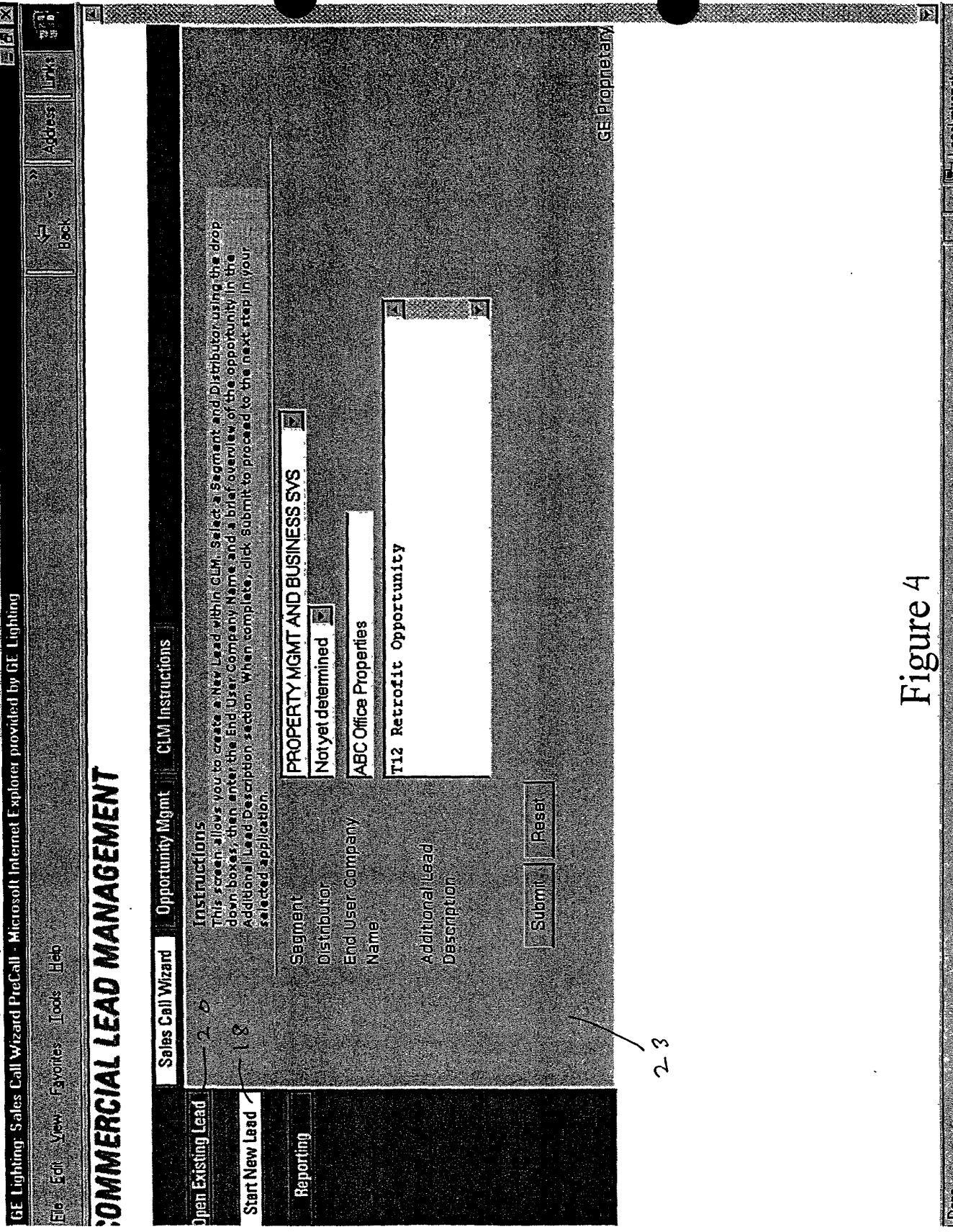


Figure 4

2-4

http://www.ge.com/lighting/.../pre-call.htm

GE Lighting: End User Digitization PreCall - Microsoft Internet Explorer provided by GE Lighting

File Edit View Favorites Tools Help

Back Address Links

COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard Opportunity Mgmt

Sales Call Wizard

Open Existing Lead

Start New Lead

Reporting

Pre-call Data Entry First Call Data Entry Follow-up Call

pre-call

20

31

29

30

View Pre-call Sheet

Introduction

Help

Instructions

Select a C&I Segment below, then click on View or E-Mail. Sales Call Wizard produces a 2 page Pre-Call "Cheat Sheet" to give you quick & helpful segment training tips. Click the Proceed to First Call button when you are ready to move to the next step within Sales Call Wizard.

Segment

☐ UTILITY - STREET LIGHTING☐ WAREHOUSE☐ RESTAURANTS AND PERSONAL SERVICES☐ HEALTH SERVICES☐ RETAIL☐ PROPERTY MGMT AND BUSINESS SVS.☐ ESCO☐ INDUSTRIAL☐ HOSPITALITY☐ SCHOOLS AND UNIVERSITIES

View

Proceed to First Call

E-mail

GE Proprietary

Figure 5

Done



GE Lighting

Selling to Property Management

Property Management

What is important to Property Management customers...

- **Tenant Satisfaction:** Keeping tenants happy and satisfied in the office space. This is usually measured in quality of light and reduced burnouts.
- **Energy Optimization:** Reducing energy costs and "shedding load" and low power factor solutions (critical for computer intensive tenants).
- **Labor Productivity:** Freeing time of building engineers from replacing lamps to managing other aspects of a building's systems.
- **Safety / Security:** In outdoor lighting, maintaining tenant safety and reducing liability through higher light output products and longer life products.
- **Green Buildings and Environmental:** Issues in reducing energy and environmental image to tenants and owners.

Who to talk to...

- **Building Chief Engineers** - selects suppliers and specifies products. May have Electrical Engineer reporting to him which handles lighting.
- **Property Manager** - concerned with leases and tenant contracts and tenant service; key sign off on retrofit projects and may choose suppliers.
- **Tenants** - some may purchase their own lamps and can specify brand preference to the Property Manager.

Key products of interest...

- **Starcoat XL**- long life lamps help meet the needs of property managers with tenant satisfaction (fewer failures, fewer complaints) and labor productivity.
- **HIR/XL Ultra**- long life halogen lamps help meet the needs of property managers with satisfaction (fewer failures, fewer complaints) and labor productivity. HIR tenant can also reduce energy costs.
- **GE Lamp and Ballast Systems** - many commercial office spaces have yet to convert to T8 lamps and ballasts. These systems meet the key need of reducing energy rates and shedding load.
- **Genura**- In many lobbies and common areas still utilize reflector incandescent technology. Genura is a great fit offering longer life and energy reduction.

How can I get help with this market...

- Visit us online at www.gelighting.com.
- Contact your local GE Representative for additional Market Segment information.

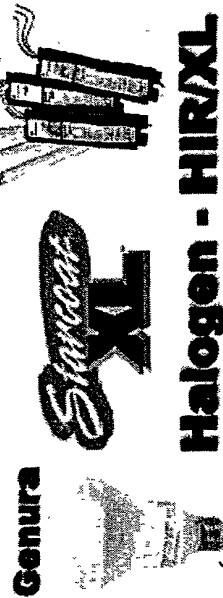


Figure 6

COMMERCIAL LEAD MANAGEMENT

20

Sales Call Wizard Opportunity Mgmt CLM Instructions

Open Existing Lead

Start New Lead

Reporting

Instructions

This screen allows you to open a previously created lead within CLM. Click on the blue underlined link to proceed to your last completed step in that system. Edit indicates there has been previous activity in that system for that lead. Add indicates there has been no activity in that system for that lead.

Name: Kraig Kasler

Date: 6/12/2001

*Click on a column heading to sort all leads by that column name.

End User Company	Additional Description	Segment	Lead ID#	System Activity to Date:	
				Sales Call Wizard	Opportunity Mgmt
CO Inc		ESCO	18270	EDIT	EDIT
fdasfdas		ESCO	18289	EDIT	ADD
Health Inc	test4/2health kdjk;das	HEALTH SERVICES	17984	EDIT	EDIT
dassdafds	fdassfda asdfdfas	HEALTH SERVICES	17828	EDIT	ADD
test		HEALTH SERVICES	18280	EDIT	ADD
Sample End User	Test3/27 ;lkdsfklfdas	HOSPITALITY	17957	EDIT	ADD
Tester End User	Test 1 First Test in production for Sales Call Wizard	HOSPITALITY	17825	EDIT	ADD
fdsfdsfa	lkfdjlk-dasj jdsfklfdas	INDUSTRIAL	18107	EDIT	ADD
fdasfas		INDUSTRIAL	18282	EDIT	ADD
Inc	Test3/26 dsfadsfas	PROPERTY MGMT AND BUSINESS SVS	17951	EDIT	ADD
dfasf	fdsfdf fdasfs	PROPERTY MGMT AND BUSINESS SVS	17872	EDIT	ADD
dsfdaafsd	dfdasf fdassfdafasd	PROPERTY MGMT AND BUSINESS SVS	18119	EDIT	ADD
Equity Properties	jdfdsfklfdas;lkj;ldas	PROPERTY MGMT AND BUSINESS SVS	18827	EDIT	EDIT
Equity	Test lfdjklfdasjkl	PROPERTY MGMT AND BUSINESS SVS	18083	EDIT	ADD

Figure 7

Sort By Segment

Local Intranet

COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard Opportunity Mgmt

Sales Call Wizard

Open Existing Lead

Start New Lead

Reporting



54 first-call

Enter Call Information

Help

Instructions

Fill in the simple data entry fields below to create your customized First Call presentation. When you are satisfied with the data you have entered, click the Submit button to proceed.
* Indicates mandatory fields required to generate the First Call Cover Page.

End User Info

*Company

Contact

Title

*Date of
1st Call

presentation (MM/DD/YYYY)

E-mail

Distributor Info

Company

Contact

Title

E-mail

GE Proprietary

Figure 8

Done

Local Print U.S. TO

09/938938



08/24/01

COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard

Opportunity Mgmt

Sales Call Wizard

Pre-call

Data Entry

First Call

Data Entry

Follow-up Call

Open Existing Lead

Start New Lead

Reporting

first-call

72

74

66

29

Generate Presentation

Review Data

Distributor Templates

Help

Instructions

Place your cursor over the slide titles to view a sample image of that slide. In the next release, you will be able to select only the slides that you want to print. After generating your first call presentation, click the View or Email buttons. Click the Proceed to Follow Up Call button when you are ready to move to the next step within Sales Call Wizard.

PROPERTY MGMT AND BUSINESS SVS

Cover Page

GE Overview

GE Lighting

Segment Overview

Cost of Light Example

Customer Needs Overview

Need 1

Need 2

Need 3

Need 4

Need 5

GE Lighting.com Screen Shot

Next Steps

Generate

Figure 9

COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard

Opportunity Mgmt

Sales Call Wizard

Pro-call

Data Entry

First Call

Data Entry

Follow-up Call

Open Existing Lead

Start New Lead

Reporting

first-call

Generate Presentation

Review Data

Distributor Templates

Help

Instructions

place your cursor over the slide titles to view a sample image of that slide. In the next release, you will be able to select only the slides that you want to print. After generating your First Call presentation, click the View or Email buttons. Click the Proceed to Follow-Up Call button when you are ready to move to the next step within Sales Call Wizard.

PROPERTY MGMT AND BUSINESS SYS

Cover Page

GE Overview

Segment Overview

Cost of Light Example

Customer Needs Overview

Need 1

Need 2

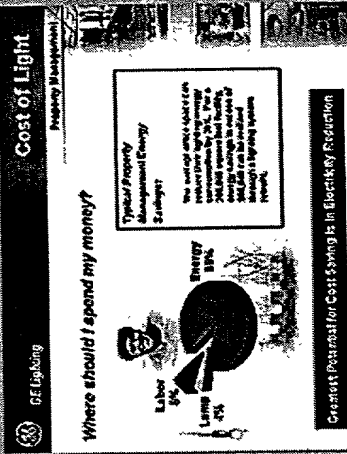
Need 3

Need 4

Need 5

GElighting.com Screen Shot

Next Steps



Greatest Potential for Cost Savings is in Electricity Reduction

View Email Proceed to Follow Up Call

GE Proprietary

Figure 10

Sales Call Wizard Opportunity Mgmt

Sales Call Wizard

Open Existing Lead

Start New Lead

Reporting

Follow-Up Call
Data Entry
First Call
Data Entry
Pre-call

9e follow-up-call

Product & Customer
Needs Selections

Instructions

Select the appropriate existing products and rank all of the customer needs from 1 to 5. Input the annual hours of operation, energy rate, and date of your follow-up sales call. Click Submit to enter your data or Reset to clear all selections.

Please select the End User's existing products.

- ☒ 4' T12 Fluorescent
- ☒ 8' T12 Fluorescent
- ☒ 4' T8 Fluorescent
- ☒ 8' T8 Fluorescent
- ☐ F40CW/U/6/W/M
- ☒ 75PAR30 Halogen
- ☐ 90PAR38 Halogen
- ☒ MVRL75/U
- ☐ MVR400/U
- ☐ LU400
- ☐ LU1000
- ☐ 152 Watt Incandescent
- ☐ 60 Watt Incandescent
- ☐ 67 Watt Incandescent

Rank the customer needs in order of importance:

- 1 ☐ Tenant Satisfaction
- 2 ☐ Utility Optimization
- 3 ☐ Labor / Productivity
- 4 ☐ Safety & Security
- 5 ☐ Environmental

Enter calculation data:

Annual Hours of Operation: 5000
Energy Rate (\$/kwh): 1
Date of Follow Up Presentation: 07/15/2001

Figure 11

Local Internet

Done

COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard Opportunity Mgmt

Sales Call Wizard

Pre-call Data Entry First Call Data Entry Follow-Up Call

Open Existing Lead

Start New Lead

Reporting

98 follow-up-call 99

Product & Needs Selection Product Review Help

Instructions

This screen allows you to review the recommendations based on the end user's existing products and primary needs. If you need to change the recommendations, click on the button next to your new selection. Click on Submit to continue or Cancel to return to the prior screen.
Note: If you select the No Upsell or Do Not Include options, no upsell recommendations pages will be produced in your final presentation.

Primary Need

Tenant Satisfaction

Current Product	Tenant Satisfaction	Utility Optimization	Labor Productivity	50% or Greater	Environment All	None
75PAR30 Halogen	<input checked="" type="radio"/> HALOGEN - HIR/XL	<input checked="" type="radio"/> HALOGEN - HIR	<input checked="" type="radio"/> HALOGEN - HIR/XL	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> Do Not Include
8' T8 Fluorescent	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> Do Not Include
4' T8 Fluorescent	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> STARCOAT T8 WATTMISER ECLOUX	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> STARCOAT XL T8	<input checked="" type="radio"/> ECOLUX FLUORESCENT	<input checked="" type="radio"/> Do Not Include
8' T12 Fluorescent	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> ECOLUX FLUORESCENT	<input checked="" type="radio"/> Do Not Include
4' T12 Fluorescent	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> ULTRA T8 FLUORESCENT	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> ECOLUX FLUORESCENT	<input checked="" type="radio"/> Do Not Include
MVR175/U	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> WATT-MISER MULTI-VAPOR	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> No Upsell	<input checked="" type="radio"/> Do Not Include

Submit Cancel

Figure 12

GE PROPRIETARY



GE Lighting

Property Management

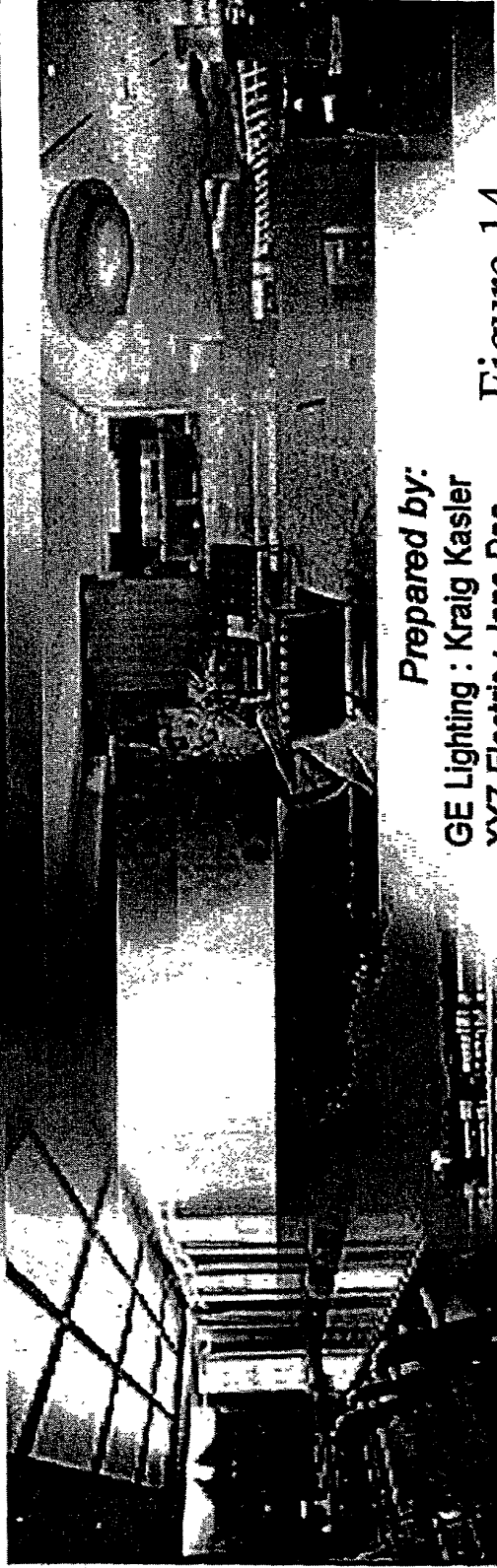
Prepared for:

ABC Office Properties

07/15/2001

John Doe

Engineer



Prepared by:

GE Lighting : Kraig Kasler

XYZ Electric : Jane Doe

Figure 14



GE Lighting

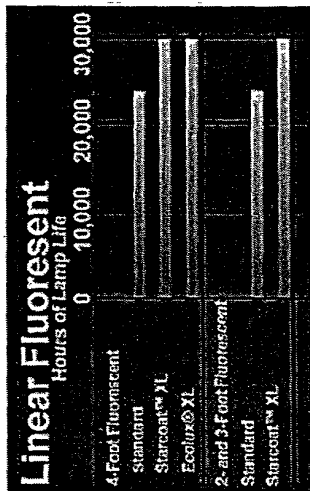
Product Recommendations

Property Management

Existing Product:

8' T8 Fluorescent

Recommendation:



• XL lamps last up to 25% longer than standard T8 lamps.

• Lower lamp replacement and labor cost.

• Enhanced color rendering - the best in the industry.

• More light over life - 95% lumen maintenance.

Benefits:

Tenant Satisfaction -

Longer life means fewer tenant requests for service. Avoid the workplace disruption of maintenance personnel replacing lamps.

Labor / Productivity -

Longer life means less time spent replacing lamps - releasing maintenance personnel's time for more critical building systems and tenant service issues.

Safety & Security -

Reduce the number of dark areas on a property, a potential safety hazard to tenants, by converting to longer life lamps.

130

132

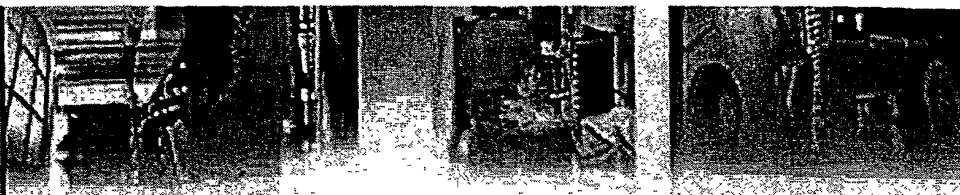


Figure 15

148 →

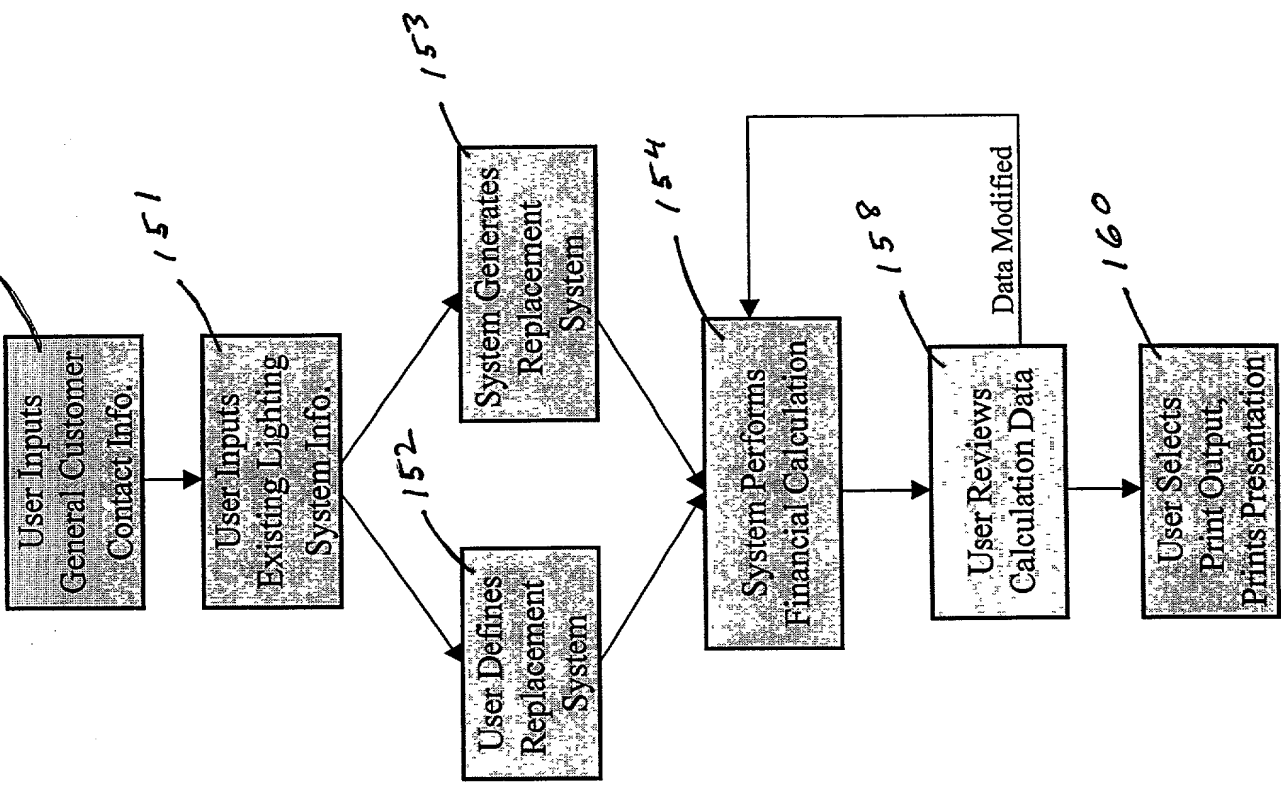


FIGURE 16

12



166



168



170



New OMS Entry

Continue with SCW

14

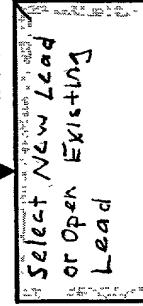


Figure 17

This diagram illustrates beginning in OMS, Entering Data, then moving on to SCW or new OMS Entry

164

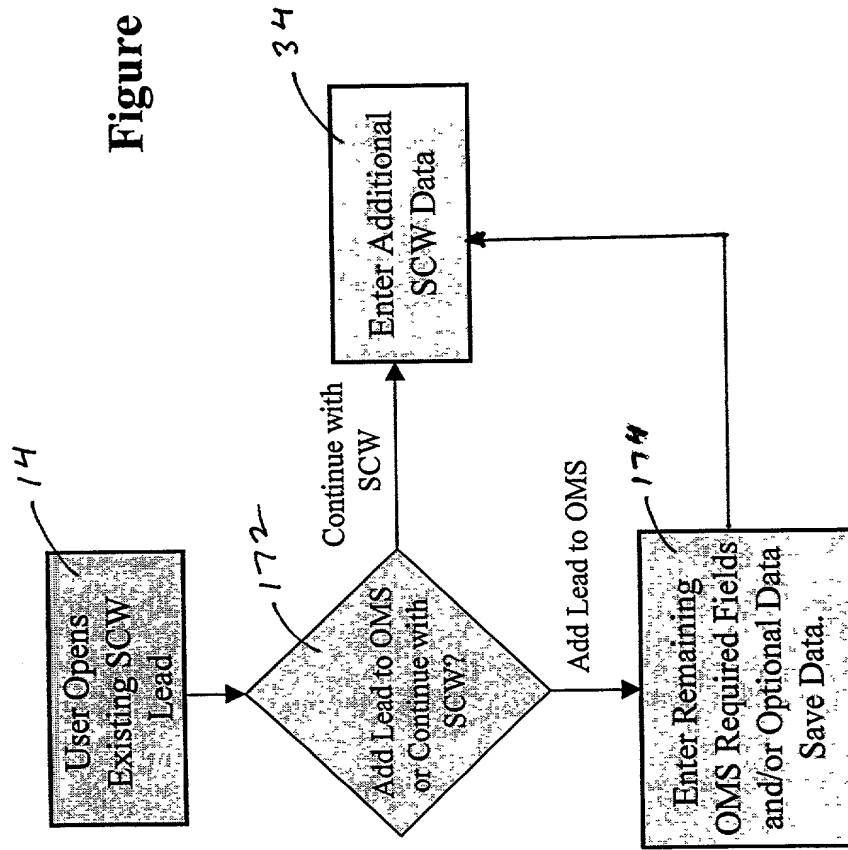
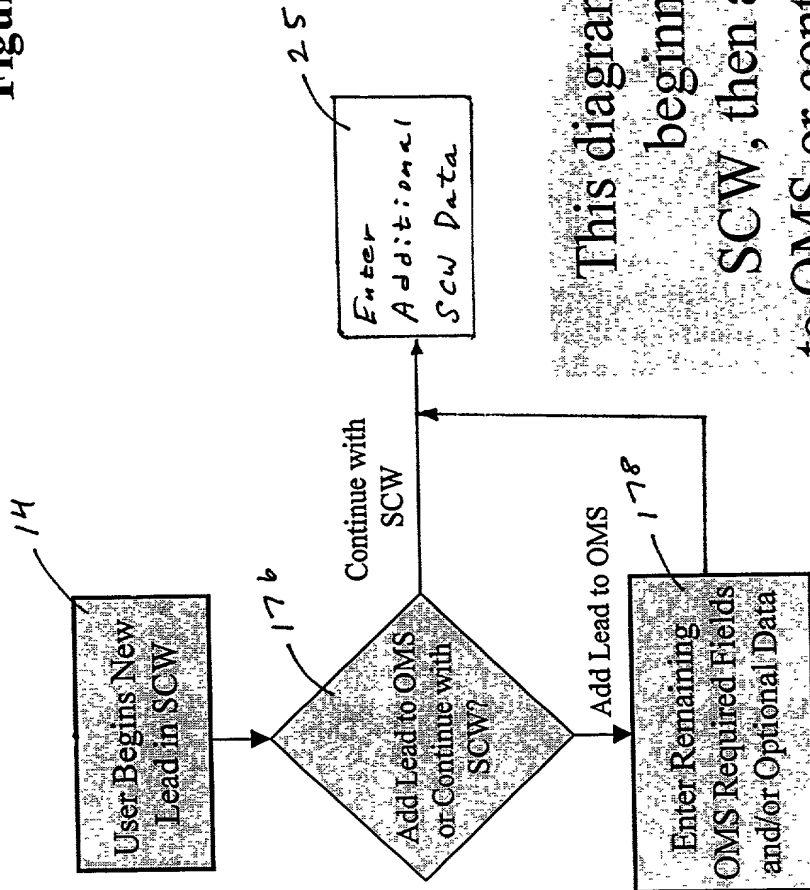


Figure 18

This diagram illustrates opening existing SCW Lead, then adding Lead to OMS or continue with SCW

Figure 19



This diagram illustrates beginning in SCW, then adding Lead to OMS or continue with SCW

FIG. 20

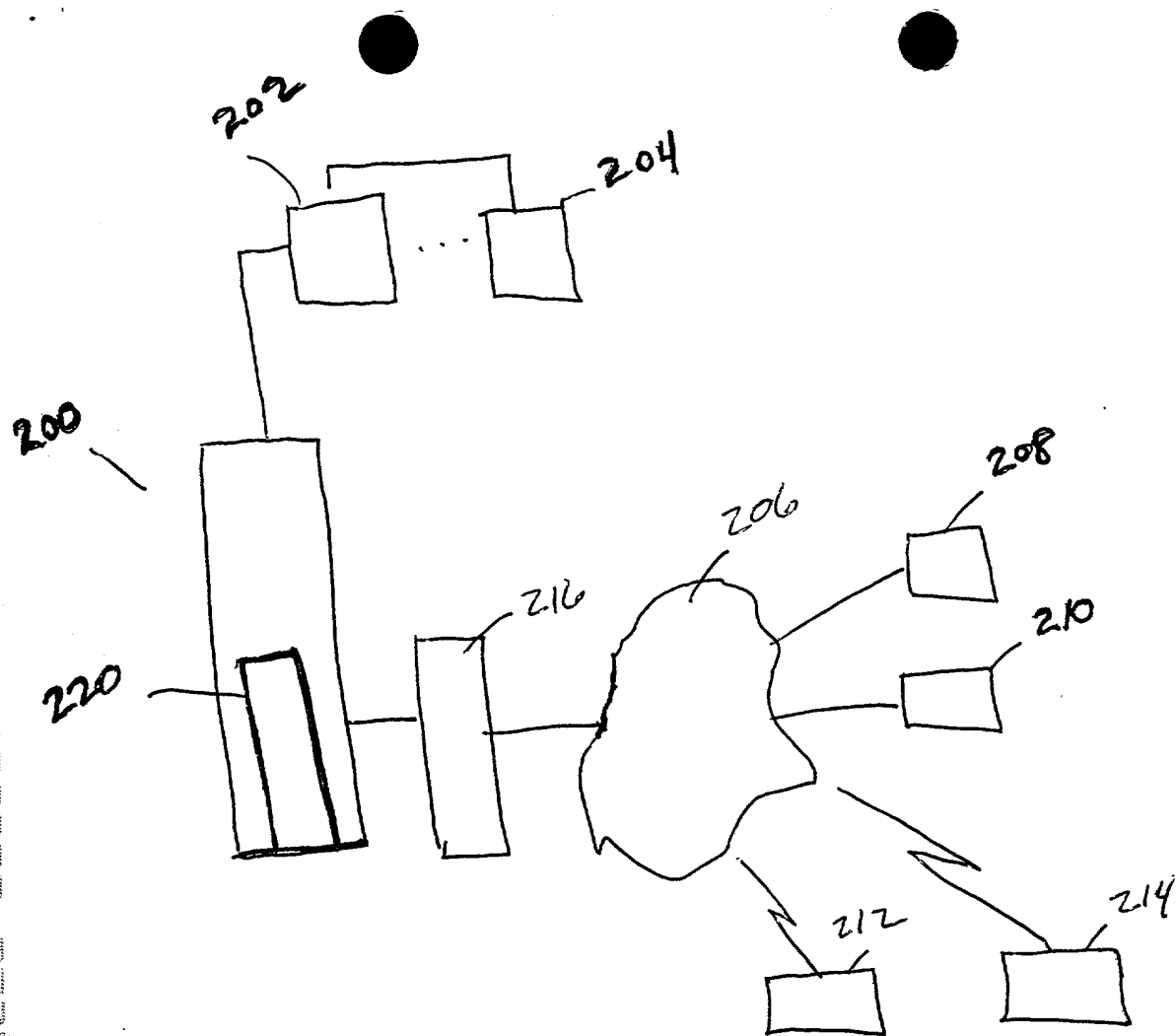


FIGURE 20